

ORDER



WAVY

Orders
Order / Rev: 221154
Alt Order #: 06871050
Product Desc: 11/26-12/2 A.P.I. TARGET
Estimate:
Flight Dates: 11/26/12 - 12/02/12
Original Date / Rev: 11/13/12 / 11/13/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K Street Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/American Petroleum Institute
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN12083/SP9176/AL2014
Agency External ID: IN13871/SP2622/AL1146

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/26/12	12/02/12	16	\$13,800.00	\$11,730.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
December 2012	16	\$13,800.00	\$11,730.00	0.00
Totals	16	\$13,800.00	\$11,730.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	36%	\$13,800.00
Market	100%	\$38,333.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$8,816.67
WTVZ	0%	\$0.00
WVBT	12%	\$4,600.00
WVEC	29%	\$11,116.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	11/26/12	11/30/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	MTWTF--	:30	2	\$800.00	P2	0.00	NM	2	\$1,600.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/26/12	12/02/12	MTWTF--	2		\$800.00	0.00							
E 2	WAVY	11/26/12	11/30/12	Today Show M-F Today Show M-F	CM	7a-9a	MTWTF--	:30	2	\$800.00	P2	0.00	NM	2	\$1,600.00

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 Estimate: WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	MTWTF--		2				\$800.00		0.00			
E 3	WAVY	11/26/12	11/30/12	WAVY News 10 @ Noon	CM	12p-1p	MTWTF--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	MTWTF--		1				\$300.00		0.00			
E 4	WAVY	11/26/12	11/30/12	WAVY News 10 @ 5p	CM	5p-530p	MTWTF--	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	MTWTF--		1				\$700.00		0.00			
E 5	WAVY	11/26/12	11/30/12	WAVY News 10 @ 530p	CM	530p-6p	MTWTF--	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
530PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	MTWTF--		2				\$700.00		0.00			
E 6	WAVY	11/26/12	11/30/12	WAVY News 10 @ 6p	CM	6p-630p	MTWTF--	:30	3	\$800.00	P2	0.00	NM	3	\$2,400.00
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	MTWTF--		3				\$800.00		0.00			
E 7	WAVY	11/26/12	11/30/12	NBC Nightly News WKD	CM	630p-7p	MTWTF--	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
NBC NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	MTWTF--		1				\$2,500.00		0.00			
E 8	WAVY	11/26/12	11/30/12	LN M-F	CM	11p-1130p	MTWTF--	:30	2	\$1,000.00	P2	0.00	NM	2	\$2,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	MTWTF--		2				\$1,000.00		0.00			
E 9	WAVY	12/01/12	12/01/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SATURDAY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	-----S-		1				\$500.00		0.00			
E 10	WAVY	12/02/12	12/02/12	Meet the Press	CM	9a-10a	-----S	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/26/12	12/02/12	-----S		1				\$800.00		0.00			
													Totals	16	\$13,800.00